



Track and trace in food supply chains

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Why such interest in traceability?

The screenshot shows the IBM website's 'The Next 5 in 5' page. The main heading is 'The Next 5 in 5' in large blue letters. Below it, a paragraph explains that IBM's 2nd annual 'Next 5 in 5' is a forecast of five innovations for the next five years, ranging from super-smart cell phones to total traceability of everyday foods. The page features five main article tiles, each with a small image and a title:

- Doctors with super powers**: 3-D representation of the human body (Image: 3D human head model)
- You are what you eat**: Your food will have a digital passport (Image: Person in lab coat with produce)
- Going green**: Manage your own carbon footprint (Image: Green houses)
- Commuting your commute**: Cars that drive themselves (Image: Self-driving car)
- Your cell phone, yourself**: You can't live without your cell phone now? Just wait. (Image: Person with cell phone)

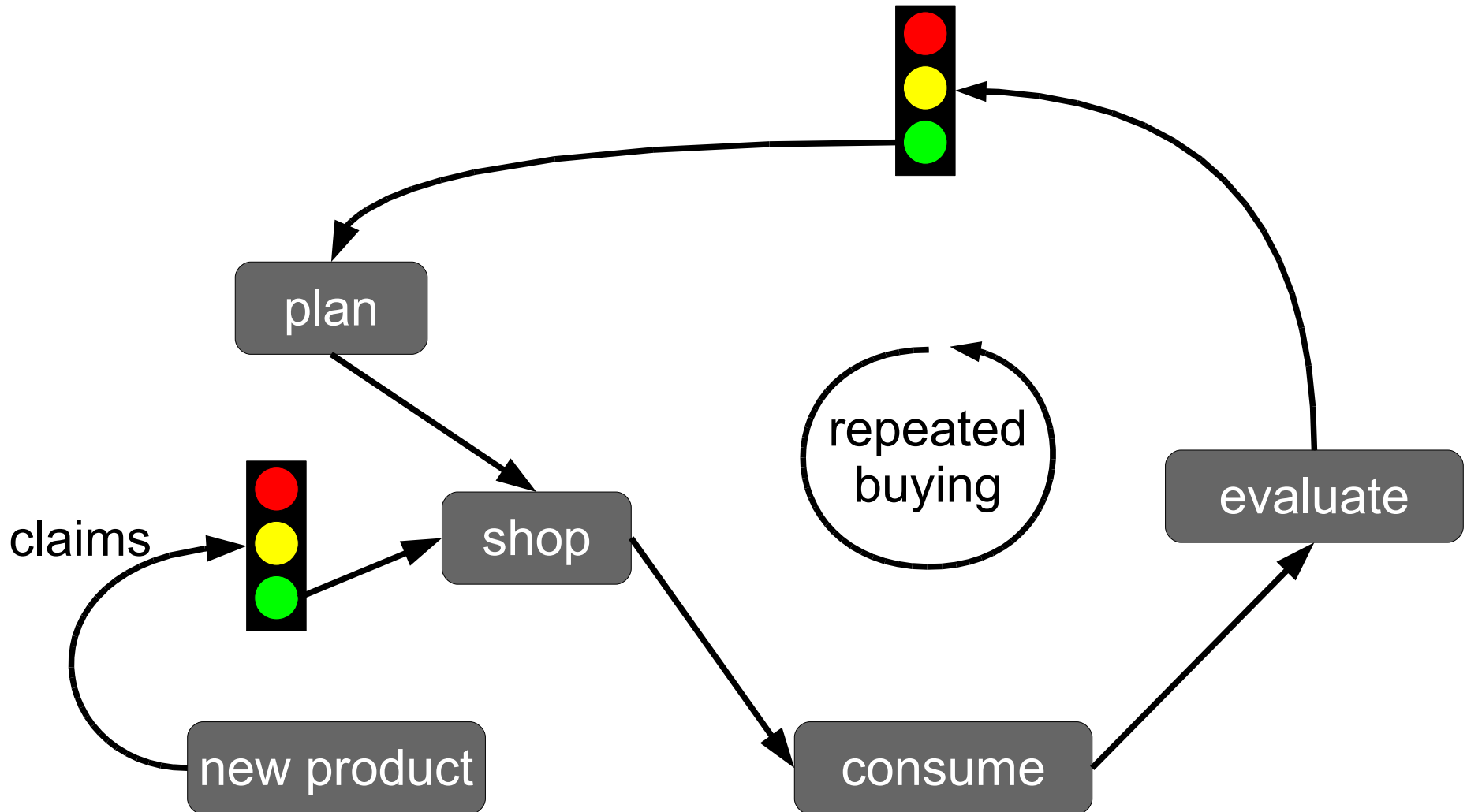
At the bottom, there are five columns of links under the heading 'More to explore':

- More to explore**: YouTube: The car that drives itself; YouTube: Next 5 in 5 overview; IBM Press room
- Your carbon footprint**: IBM Report: Plugging in the consumer; How it works: Intelligent Utility Network
- Driving change**: News: Singapore predicts traffic; How it works: Stockholm congestion charging
- Avatars, traceable foods**: News: IBM Research unveils 3-D avatars for doctors; IBM Report: Building trust through traceability
- Stay on top of innovation**: More Ideas from IBM; Insights and resources for CIOs; Business Executives

Additional links include: Get a PDF of this story (240KB), View non-Flash version, Legal disclaimer, Subscribe via RSS, and Help with subscribing. The footer contains: About IBM, Privacy, Contact, Terms of use, IBM Feeds.

http://www.ibm.com/ibm/ideasfromibm/us/five_in_five/12312007/index.shtml

Shopping behaviour



SYSTEM FOR TRACING FOOD:

- Your dinner has been through a complex value chain before it ends up on your plate - the graph shows this.
- SINTEF, together with Fiskeritortilskoning, has participated in creating the «TraceFish» standard, which describes how an efficient traceability system for fish can be designed. An example is highlighted along the salmon chain.
- The TraceFish standard builds on a general purpose method called «TraceFood» that can be applied to any type of food.

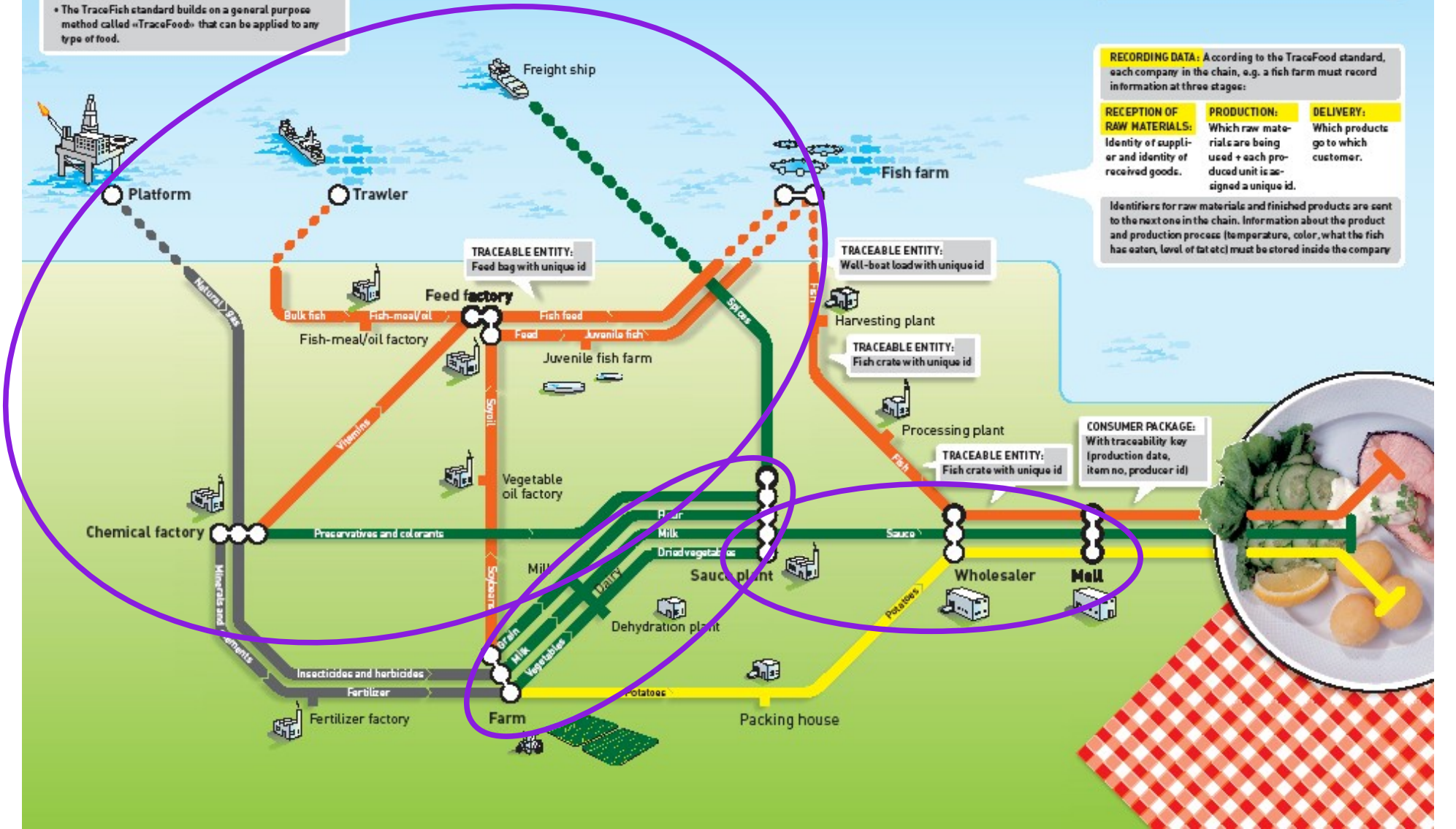
What is the problem?



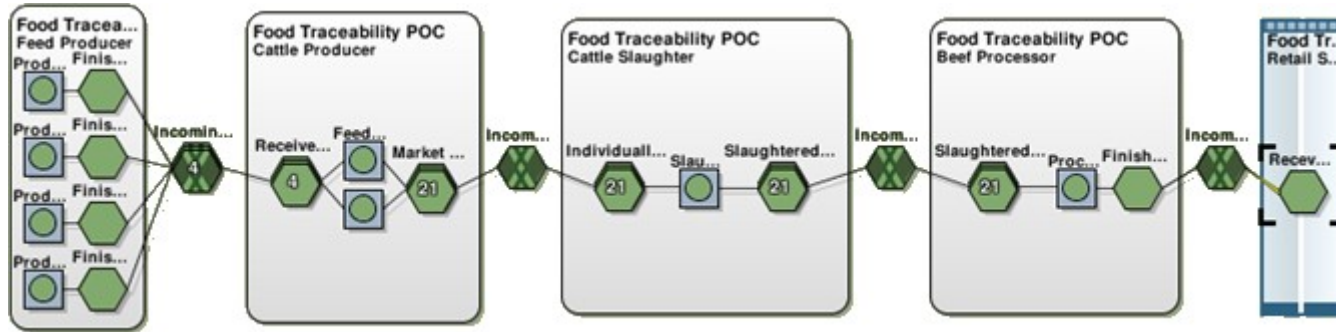
RECORDING DATA: According to the TraceFood standard, each company in the chain, e.g. a fish farm must record information at three stages:

RECEPTION OF RAW MATERIALS:	PRODUCTION:	DELIVERY:
Identity of supplier and identity of received goods.	Which raw materials are being used + each produced unit is assigned a unique id.	Which products go to which customer.

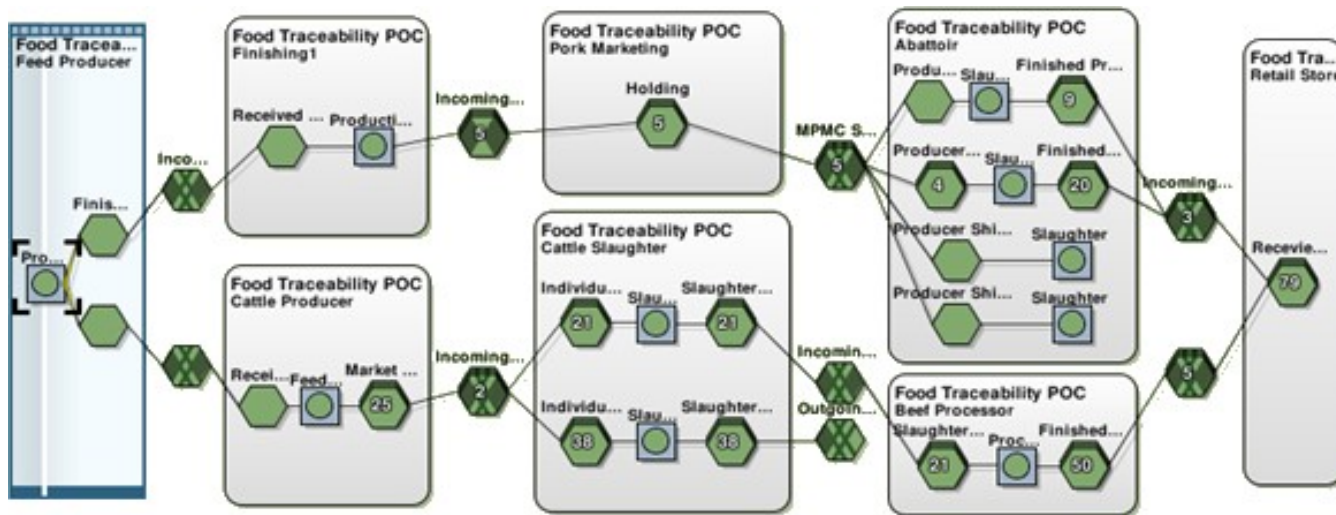
Identifiers for raw materials and finished products are sent to the next one in the chain. Information about the product and production process (temperature, color, what the fish has eaten, level of fat etc) must be stored inside the company



Two (of many) perspectives

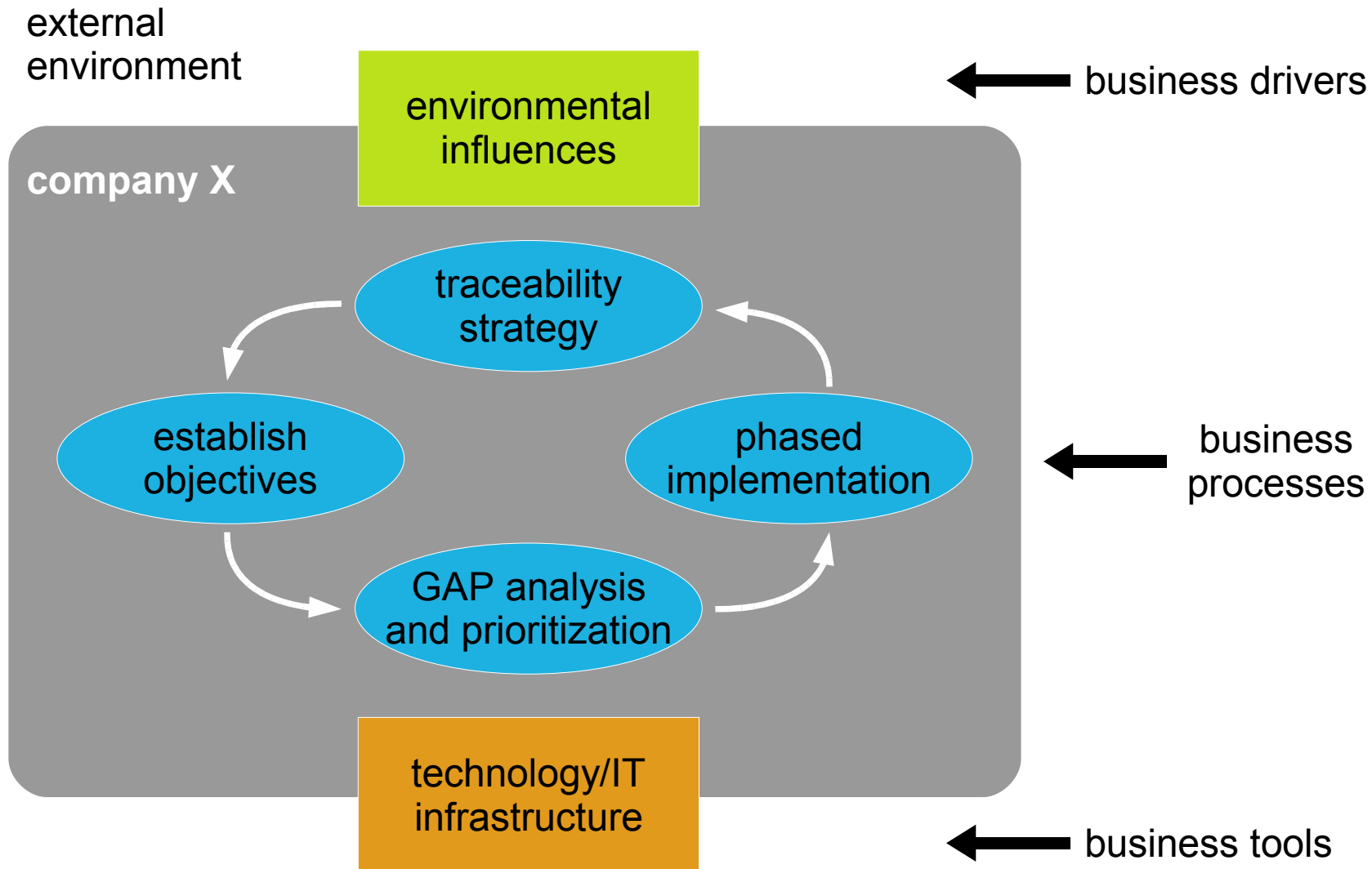


← Seeing upstream

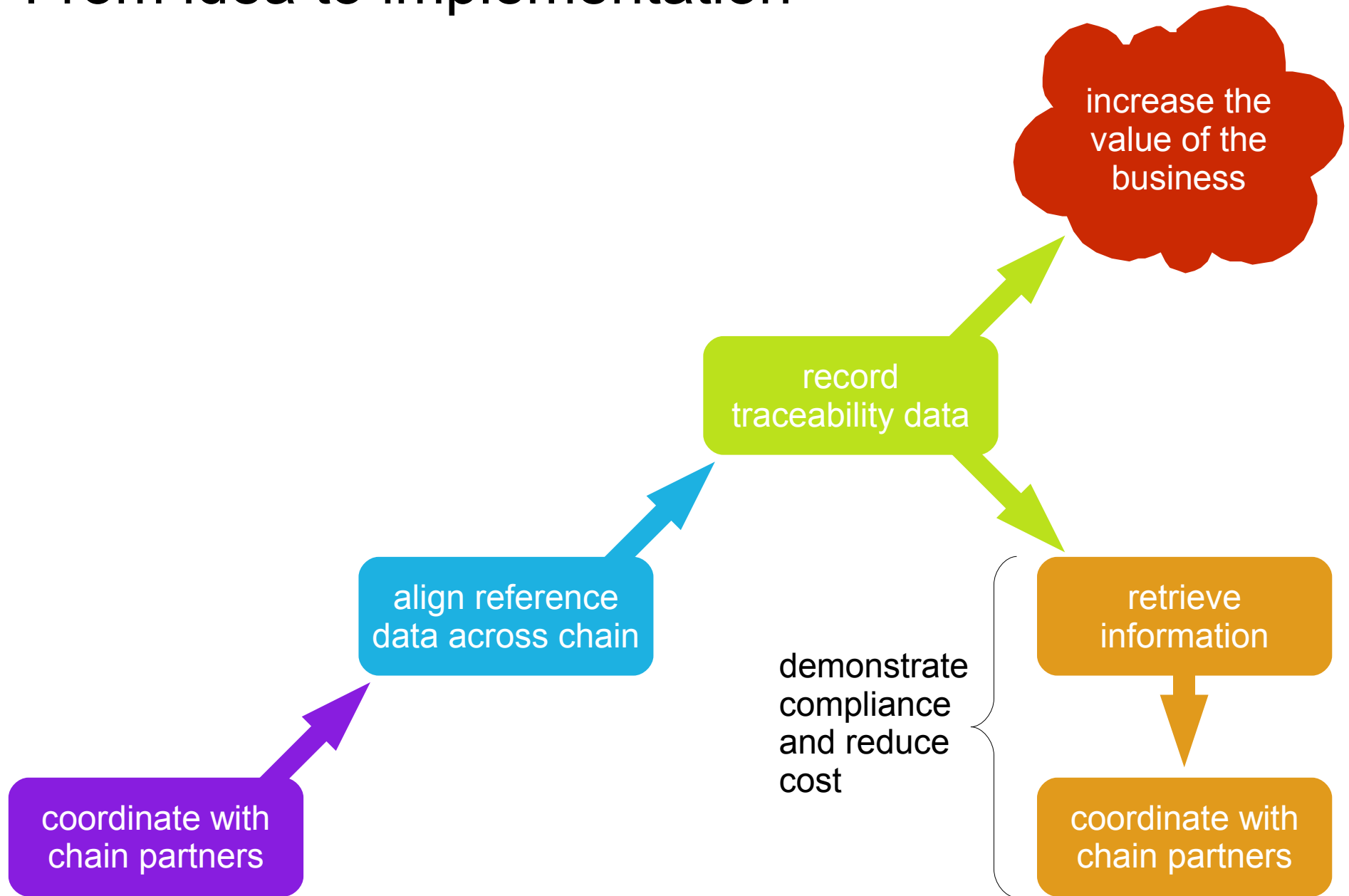


→ Seeing downstream

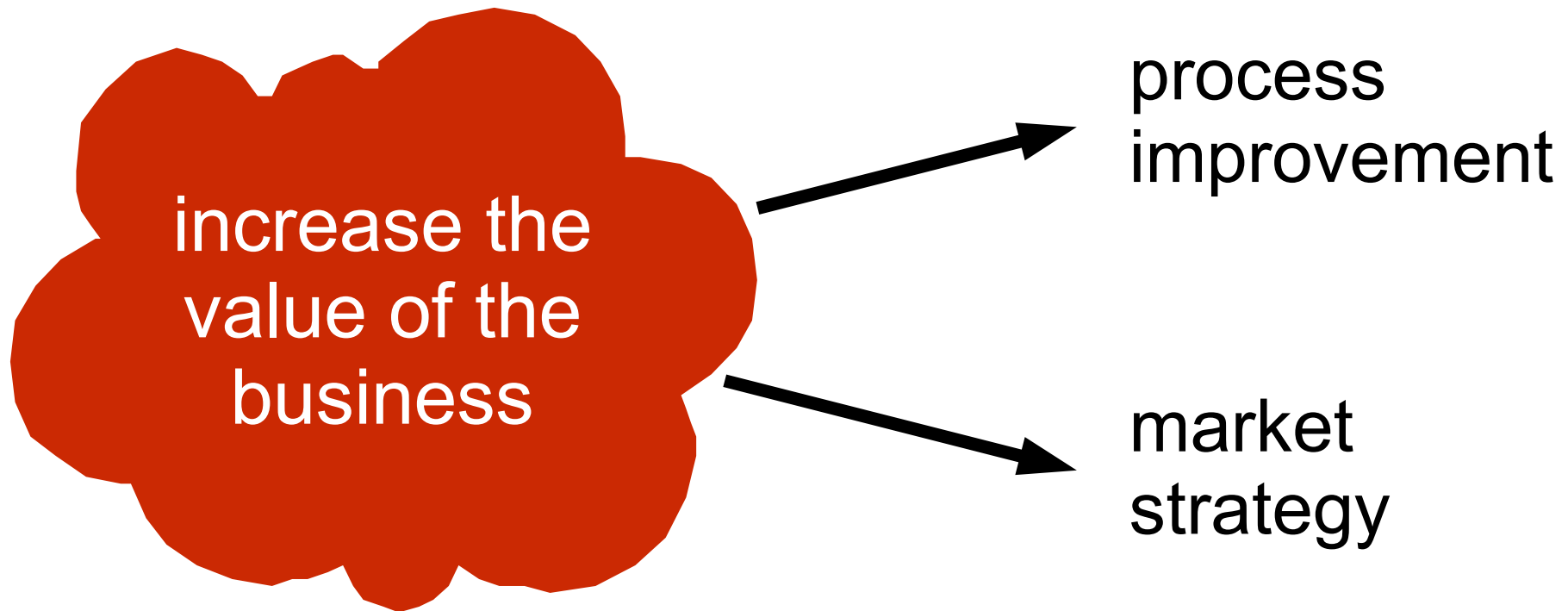
Getting started – an iterative process



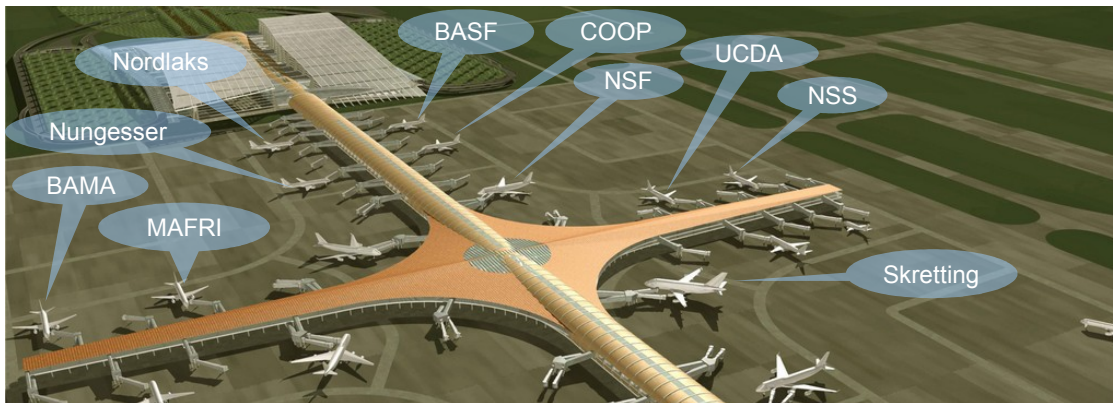
From idea to implementation



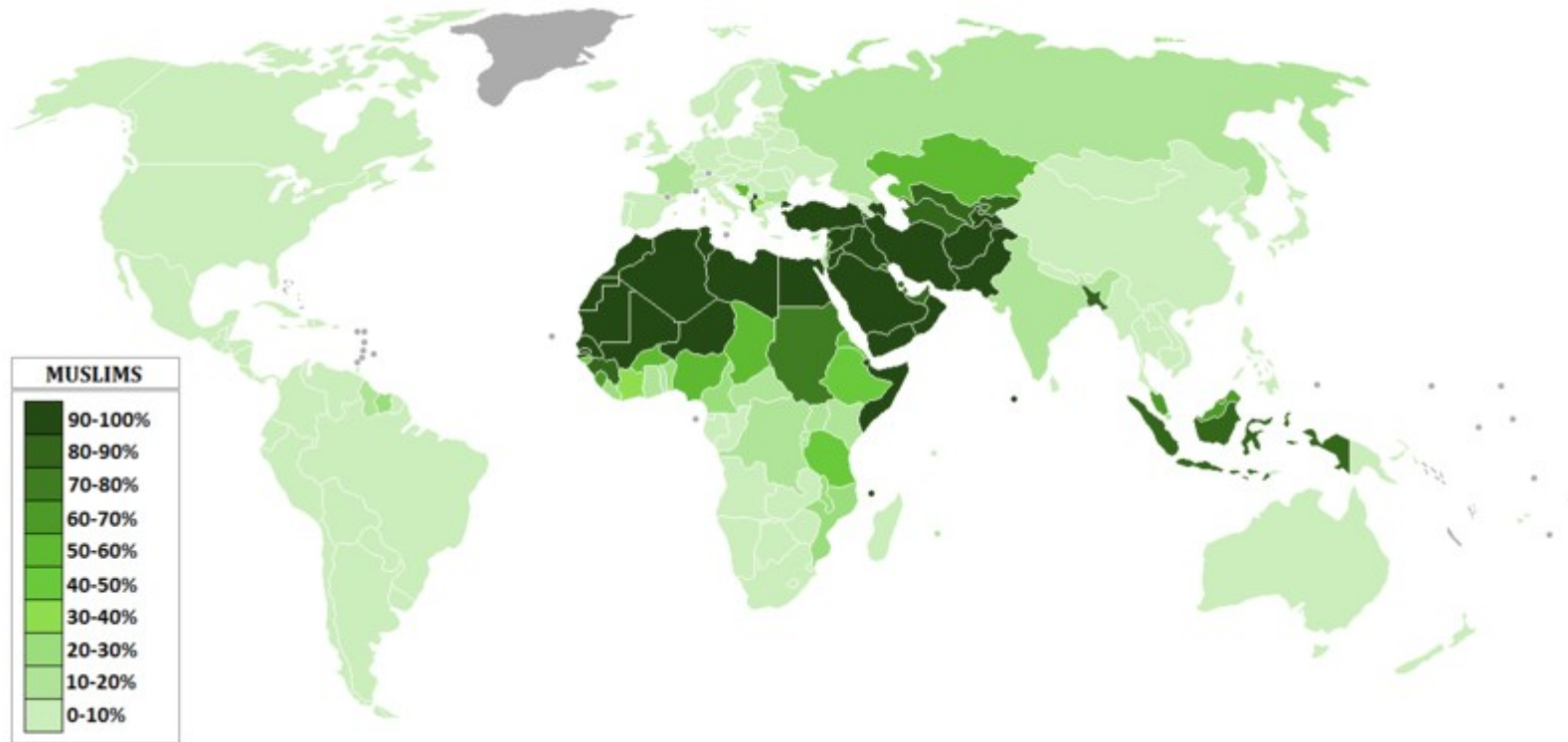
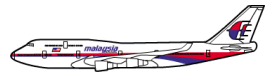
Increasing the value of the business



GTNet airfield (the traceodrome)



The muslim world



Source: http://en.wikipedia.org/wiki/Muslim_world

Al Fitrah net


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Home Reports Traceability

GTNet search

Search input

Search input: 2068 Entities
 From: TBU
 To: Property value

Search Result

- Slaughtering/Processing Plant
- 0800002068000013-2007-C09889

Details

Entity properties	
Name:	Outgoing Shipment
Type:	tradeunit
Local Id:	0800002068000013-2007-C09889
Created:	Mar 23, 2007 3:00:00 PM
Description:	Outgoing finished product.

TRD properties	
Customer Contact Number	07-755 1234
Customer Name	OK Poultry and Meat Sdn Bhd
Customer Premise Address	Miles 50, Jalan Air Hitam, 86100 Johor
Product Description	Whole chicken
Slaughter Date	23 Mar 07
Transport Company Name	Chicken Transport Co.
Transport Registration Number	JBM 8282
Transporter Contact Number	07 7239028
Valil Halal Certificate	http://www.snapdrive.net/files/538909/Certificates/SjilHalalDemoSlaughterHouse2.pdf
Weight	10990 kg
More information:	Click here


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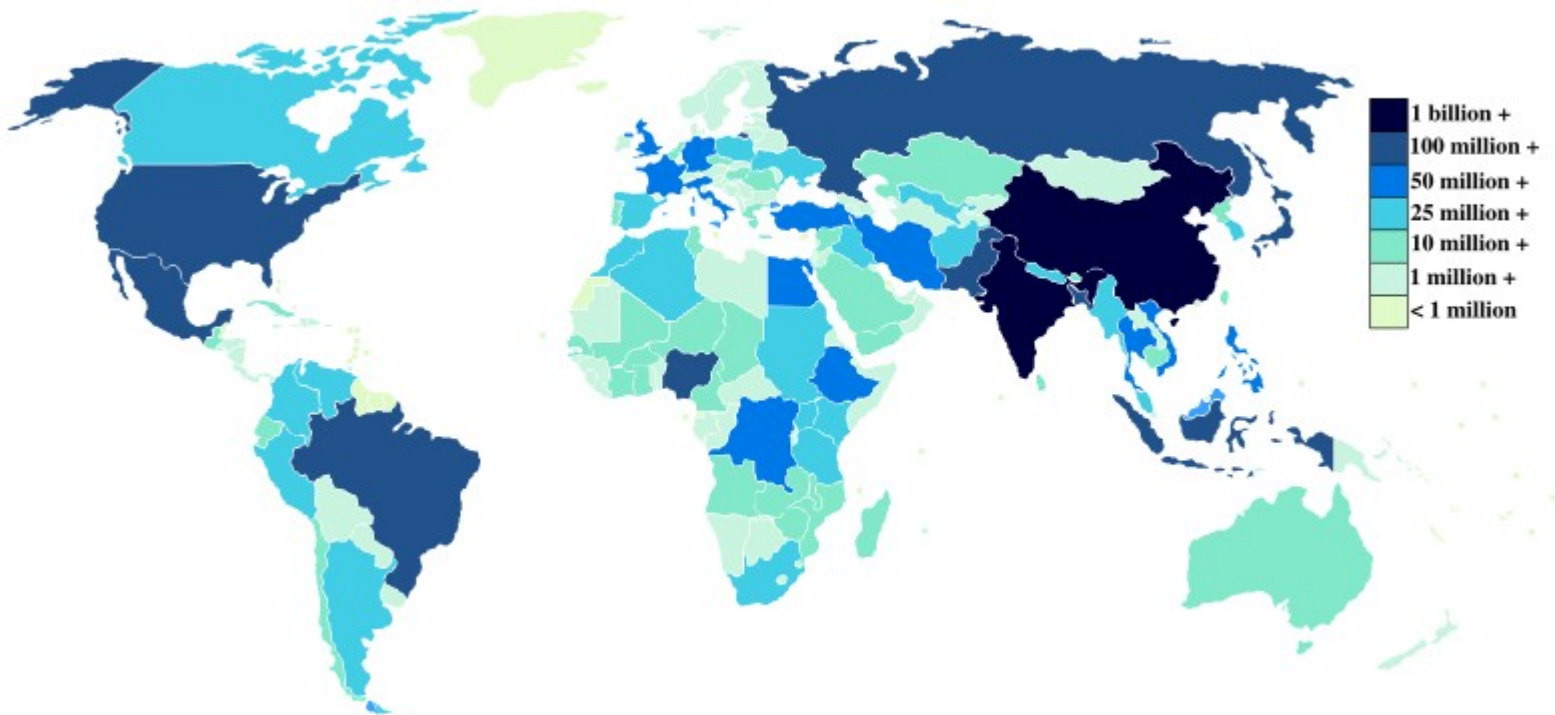
- Slaughtering/Processing Plant
- 0800002068000013-2007-C09889
- Slaughtering Plant
- 0800002068000013-2007-C09890
- 0800002068000013-2007-C09889

Details

Organization properties	
Business Unit Name:	Slaughter Plant
Business unit ID:	0800002068000013
Node URL:	https://halal-no-01.tracetracker.com/tix/8112112-09
Organization name:	SDIAN HULK FARMING SDN. BHD
Organization ID:	
Common name:	
Address:	NO.12, JALAN PONTIAN MAJU 1 TAMAN PERINDUSTRIAN PONTIAN MAJU BT.35 JALAN JOHOR 82000 PONTIAN JOHOR
Certificate Reference number:	JAKIMI(S)/(22.00)/491/4/ 3 002-09/2006
Phone number:	07-687 3042
Premises ID:	
Latitude:	
Longitude:	
Facility type:	
Livestock on site:	

Demo

Children are about 27% of the population



Source: http://en.wikipedia.org/wiki/World_population



***Ever wondered where your food comes from?
Let's go on an adventure to find out!***

Welcome! Join us on an exciting voyage to discover how your food was made, where it traveled, and how it can keep you strong and healthy. We will track back through time and go around the world to uncover the story. So, hold on, this ride is about to begin.



Start Adventure

Parents, want to find out more?

Demo

Thank you!



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Google Maps API for Flash Example - Disney map

Disney map for TraceTracker

The Juice your drinking came all the way from Bavaria where it was made. But there is so much more to this amazing journey hoo hoo!

Click on the other steps up there on the right to learn more hoo hoo!

- Factory (Germany)
- Doypack (France)
- Banana puree (Brazil)
- Apple puree (Germa...)
- Apple juice concentra...

Apfel-Banane

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